

15th

INTERNATIONAL
CONFERENCE

INNOVATION
& CREATIVITY
IN THE ECONOMY

22nd JUNE
START: 9:00 AM

DESIGNING
IN A DIGITAL
WORLD

ON-LINE TRANSMISSION - WARSAW STOCK EXCHANGE - UPRP.GOV.PL

9.00–9.05 Introduction from the moderators:

Justyna Cięgotura, Owner of the JC Innovations in Science and Business; Startup Incubation Manager at Poznań University of Life Sciences

Maciej Kawecki, President of the Management Board of the Stanisław Lem Institute; Vice-Rector for Innovation and Cooperation at WSB University in Warsaw

9.05–9.20 Opening of the Conference:

Edyta Demby-Siwiek, President of the Patent Office of the Republic of Poland

9.20–9.40 Opening speeches:

Daren Tang, Director General of the World Intellectual Property Organization

Andrea Di Carlo, Deputy Executive Director of the European Union Intellectual Property Office

9.40–10.50 Discussion:

DESIGNING DIGITAL PRODUCTS AND SERVICES BASED ON THE USER'S CURRENT NEEDS

Beata Mosór, Co-Owner & Managing Partner in Project: People

Arkadiusz Ejsak, Founder, Ejsak Group

Andrzej Osuch, Business Transformation Director, Lux Med

Marcin Jan Wachowski, Barrister, Founder of the Wachowski Law Firm

10.50–11.05 Keynote speech:

Kamila Król, Undersecretary of State, Ministry of Economic Development and Technology

11.05–11.35 Interview:

DESIGNING A DIGITAL BRAND

Maciej Kawecki, Owner and Creative Director of the Brandenburg Creative Studio

11.35–11.50 Break

11.50–13.00 Discussion:

DIGITAL FASHION – THE FUTURE OR A TEMPORARY FASCINATION OF THE FASHION INDUSTRY?

Beata Wilczek, Founder of the Unfolding Strategies, lecturer at SWPS University of Social Sciences and Humanities

Adrian Hołota, Co-founder in Nueno Digital Fashion

Piotr Kiła, Creative Design Team Leader in CCC Group

Agnieszka Witońska-Pakulska, Legal Counsel, Head of the Intellectual Property Department Pakulski, Kilarski & Wspólnicy

13.00–13.20 Interview:

ADAPTING INTELLECTUAL PROPERTY LAW TO THE PACE OF CHANGES IMPOSED BY NEW TECHNOLOGIES

Edyta Demby-Siwiek, President of the Patent Office of the Republic of Poland

13.20–13.35 Individual speech:

AI AND IP

Ulrike Till, Director of IP and Frontiers Technologies Division,
World Intellectual Property Organization

13.35–13.50 Individual speech:

COMMUNITY DESIGN SYSTEM AND NEW TYPE OF DESIGNS

Elisabetta Ferraro, Examiner - RCD Invalidity in the Operations Department,
European Union Intellectual Property Office

13.50–14.00 Break

14.00–14.30 Interview:

THE POTENTIAL OF NFT VS EFFECTIVE PROTECTION OF INTELLECTUAL PROPERTY RIGHTS TO WORKS OF ART, DESIGN PROJECTS AND PRODUCTS OF RECOGNISED BRANDS

Bartosz Bilicki, CEO, SmartVerum

Anna Sokołowska-Ławniczak, Patent Attorney, Traple, Konarski,
Podrecki & Wspólnicy

14.30–14.45 Individual Speech:

EFFECTIVE USE OF THE HAGUE SYSTEM TO PROTECT YOUR DESIGNS IN THE TARGET MARKETS

Yi Wang, Head of Hague Development and Promotion Section,
World Intellectual Property Organization

14.45–15.45 Discussion:

METaverse - Digital World of Opportunities for Designers and Challenges for Lawyers

Adrian Łapczyński, CEO EpicVR

Brygida Dzidek, CEO, Haptology

Andrzej Kaczorowski, Co-founder & Chief Scientist in VividQ

Mateusz Tokarz, Creative Director, UIG Lab

Łukasz Węgrzyn, Partner, Head of Technology Practice, Kochański&Partners

15.45–16.05 Individual Speech:

DESIGNERS IN/OF THE FUTURE

Artur Frankowski, designer, Professor at the Faculty of Design,
Academy of Fine Arts in Warsaw, Founder of the FONARTE Studio

16.05–16.10 Wrap-up and closing of the Conference

ORGANIZER



CO-ORGANIZERS

